



ONLINE ADVERTISING RATES

www.bhphinfo.com

To Advertise, Call (832) 767-4759

LEADERBOARD BANNER

Expandable / collapsible Leaderboard Banner displayed at the top of the home page of www.bhphinfo.com.

BANNER SIZES:

1004 X 65 and 1004 X 355.

Can be static JPEG or animated GIF.

ONLY \$800 / MONTH (3 MO. MIN)

OR \$1000 / MONTH (MO. TO MO.)

(35,000 to 45,000+ impressions monthly.)

EXCLUSIVE BANNER UNITS

Displayed on the right side of the homepage.

VARIOUS SIZES.

Can be static JPEG or animated GIF.

\$200 to \$500 / MONTH

Dep. on size and placement.

Minimum 3 month run.

(6,500 to 8,500+ impressions monthly.)

SCROLLING BANNERS

Displayed at the bottom of almost every page of the website.

SIZE: 200 X 145

Can be static JPEG or animated GIF.

\$75 / MONTH (3 MO. MIN)

Dep. on placement and length of run.

(35,000 to 45,000+ impressions monthly.)

*Custom placements
open for discussion.*



THE NATIONAL ALLIANCE OF BUY HERE, PAY HERE DEALERS

2180 North Loop West Suite 270 • Houston, Texas 77018 • Phone: 832-767-4759 • Fax: 713-680-BHPH (2474)

Website: www.bhphinfo.com • E-Mail: nabdadmin@bhphinfo.com



ONLINE ADVERTISING RATES

www.bhphinfo.com/sponsors

To Advertise, Call (832) 767-4759

SPONSOR PAGE

Displayed under designated category at www.bhphinfo.com/sponsors.

MAX SIZE: 400 X 400

Can be static JPEG or animated GIF.

URL Link to your web site.

Product or service description, (50) words or less.

\$250 / MONTH

Minimum 6 month run.

(16,000 to 20,000+ impressions monthly.)



Product or Service Categories:

- | | | |
|---|--|--|
| <input type="checkbox"/> Advertising / Marketing | <input type="checkbox"/> Attorney / Legal | <input type="checkbox"/> Auto Transport |
| <input type="checkbox"/> Capital – Floor Plans | <input type="checkbox"/> Capital Lines of Credit | <input type="checkbox"/> Capital – Notes |
| <input type="checkbox"/> Certified Public Accountants | <input type="checkbox"/> Collection Training | <input type="checkbox"/> Dealer Education |
| <input type="checkbox"/> Dealer Mgmt. Software | <input type="checkbox"/> Key Systems | <input type="checkbox"/> Lead Management |
| <input type="checkbox"/> Payment Devices / GPS | <input type="checkbox"/> Recoveries | <input type="checkbox"/> Reinsurance / Insurance |
| <input type="checkbox"/> Tax Preparation | <input type="checkbox"/> Trade Publication | <input type="checkbox"/> Training |
| <input type="checkbox"/> Twenty Groups | <input type="checkbox"/> Vehicle Remarketing | <input type="checkbox"/> Warranty / Service Contract |
| <input type="checkbox"/> Other (please specify) _____ | | |

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ONLINE ADVERTISING RATES

E-Mail Ad Placement

SIDEBAR BANNERS

Sidebar Banner displayed on the side of the email.

SIDEBAR SIZES & PRICES:

250 x 250 (\$300 / MONTH)*

120 x 600 (\$500 / MONTH)*

Graphic Type: JPG

EXCLUSIVE BANNER UNITS

Displayed in the middle of the email.

SIZE & PRICE:

728 X 90 (\$500 / MONTH)

Graphic Type: JPG

REACH: 14,000+ MEMBER DATABASE

**CALL FOR MORE
INFORMATION!**
(832)767-4759

Opportunity Knocks for BHPH Operators!
By: Kenneth H. Stilson, President / Founder, NABD

Recent developments in the subprime auto finance market indicate that better days are ahead for the public and that the last 24 months have seen fierce competition for deep subprime customers from credit unions, finance companies and franchise dealers. Much of this competition has been fueled by billions of dollars from auto bond securitizations packaged by Wall Street and sold to investors who were seeking high investment yields. Some recent indicators suggest that better subprime market conditions are ahead for independent BHPH operators as follows:

1. Some of the deep subprime auto bond securitizations are not performing as projected and further deterioration is expected during the summer months.
2. Inventory availability continues to improve from auto bond repos, off lease and rental vehicles, and from franchise trade-ins.
3. The deep subprime customers of today who are "car dependent" are finding new and CFO vehicles unaffordable for their limited financial capacity...

[Click here to read Full Article](#)

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Space is limited - Rooms are booking quickly!
Only \$199 per night & NO Resort Fees
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Use Group Code "NABD"

HOTEL RESERVATIONS **CONFERENCE REGISTRATION**

GOT ROI? BHPH OPERATION OPTIMIZATION
Orlando Conference November 1-3, 2014

EXHIBIT HALL IS FILLING FAST! RESERVE YOUR BOOTH NOW!
CALL 832-767-4759
or FOR INFO GO TO BHPHDEALERCONFERENCE.COM

FOR MORE INFO CALL NABD (832) 767-4759 or VISIT www.BHPHINFO.com

NABD is the only used car special interest group exclusively for the self-financing industry. Membership is open to anyone in the BHPH industry and to service providers. Members pay no dues.

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